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**Update from Susan Weiner, CFA November 2005**  
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Five questions for great articles
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Do you want your articles to grab the attention of prospective or current clients? The stakes are high when an article is meant to promote your business or increase your credibility as an expert. Readers won't go beyond the first paragraph -- or maybe even the title -- if you don't plan and execute your article properly.

Here are five questions I ask when I write business articles under my own name or when I ghostwrite articles for my clients. 1. Who is my audience? 2. What problem can I solve? 3. Why will my readers care about this topic? 4. What are the three main points I want to make? 5. What do I want my reader to do after completing this article?

Want to learn more? I've written a complete article on "Five questions for great articles." Please e-mail me to obtain your copy.

**Considering using ETFs?**  
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Exchange-traded funds (ETFs) seem to hit the news almost every day. Are you as well-informed as you need to be about this new investment vehicle?

To learn about highlights of the "ETFs: Investment Strategies and Portfolio Management" program held Nov. 4 by the Boston Security Analysts Society, read my blog posting (<http://susancfa.blogspot.com/2005/11/etfs-are-hot.html>).

Please tell me what you think about my blog. It is an experiment, so I'm very interested in your feedback.

Easy access to magazines, newspapers, books
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If you hold a Massachusetts library card, you can access over 25 million online articles available -- at no charge to you -- through Thomson Gale at <http://mblc.state.ma.us/books/magazine/gale.php>. Holdings include *Boston Globe*, *Boston Herald* and *New York Times*.

I tested this using my card from the Newton Free Library. It works!

**Free seat at the Olympics**

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Have you ever watched squirrels' antics in your backyard or a park? Then you may enjoy reading my latest essay, "At this 'Olympics,' a front-row seat is free" (<http://www.christiansciencemonitor.com/2005/1013/p18s05-hfes.htm>).

Quick Links...

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- [ETFs are hot](#)
- [Gale Thomson article access for Mass. library card holders](#)
- ["At this 'Olympics,' a front-row seat is free"](#)
- [Susan Weiner, CFA's blog](#)

Have a Happy Thanksgiving!

**Contact Information**

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